

CLAIMS:

1. An isolated and purified DNA having a nucleotide sequence which comprises SEQ ID NO:1.

2. The DNA of claim 1, having a nucleotide sequence which consists of SEQ ID NO:1.

3. An isolated and purified DNA which hybridizes to a DNA having a nucleotide sequence which comprises SEQ ID NO:1 under stringent conditions, and encodes a transcription factor controlling a phenylpropanoid biosynthesis pathway.

4. The DNA of claim 3, wherein the stringent conditions include hybridization in $6 \times \text{SSC}$ at 55°C .

5. A recombinant vector comprising the DNA of claim 1.

6. The recombinant vector of claim 5, further comprising a promoter to which the DNA is operably fused.

7. The recombinant vector of claim 6, wherein the DNA is operably fused to the promoter in the sense direction.

8. The recombinant vector of claim 6, wherein the DNA is operably fused to the promoter in the antisense direction.

9. A plant cell into which the DNA of claim 1 has been introduced.

10. A plant regenerated from the plant cell of claim 9.

11. A recombinant vector comprising the DNA of claim 3.

12. The recombinant vector of claim 11, further comprising a promoter to which the DNA is operably fused.

13. The recombinant vector of claim 12, wherein the DNA is operably fused to the promoter in the sense direction.

14. The recombinant vector of claim 12, wherein the DNA is operably fused to the promoter in the antisense direction.

15. A plant cell into which the DNA of claim 3 has been introduced.

16. A plant regenerated from the plant cell of claim 15.

17. An isolated and purified protein encoded by the DNA of claim 1.

18. An isolated and purified protein encoded by the DNA of claim 3.

19. An isolated and purified DNA which encodes a protein having the amino acid sequence of SEQ ID NO:2.